BOARD OF ZONING ADJUSTMENT APPLICATION NO 17047
With Respect To
33 PATTERSON STREET, N.E.
WASHINGTON, D.C. 20001

PARKING MANAGEMENT PLAN PROPOSED FOR THE FUR FACTORY CAFÉ AND LOUNGE

INTRODUCTION

This document is presented by the Applicant, 33 PST, LLC, in response to the specific request of the Board of Zoning Adjustment (BZA) and pursuant to inquiries by the Board during the public hearing held on Tuesday, September 9, 2003 with respect to Application No. 17047. As background, it is noted that the application is for a variance from the City's requirement to provide 106 off-street parking spaces for the proposed use, of which the Applicant is capable of providing six (6) spaces due to extreme practical difficulties and unique physical features of the site. The Applicant understands that the Board wishes to have further reasonable assurance that potential arrangements under which the 100-space parking needs of the night club/entertainment and restaurant venue proposed for the site will not have impacts on neighboring properties and users of the local environment so as to become objectionable. This Parking Management Plan (the "Plan") presents the Applicant's proposal to manage this aspect of the proposed use of the subject property under the current application. A brief description of the activities and services that will be provided are described briefly below in order to provide context for the Plan. Further context is provided through the Technical Memorandum dated July 18, 2003 prepared by the firm of O. R. George & Associates, which is included in the case record as Exhibit 29.

THE PROPOSED USE

The Application proposes naming the night club/entertainment and restaurant venue as the Fur Factory Lounge. This name is used for historical context as the building is an adaptive re-use of a former fur maintenance and storage facility. The background considerations and conditions presented in this document are applicable, irrespective of the name of the venue. The same applies to any reference to the facility management.

The Fur Factory Lounge will have as its main attraction dining, dancing and live musical and other types of entertainment. These events will be held primarily between the hours of 10:00 PM to 2:00 AM on Thursday through Sunday. In response to specific requests from some of the neighboring buildings, the Applicant also proposes to offer its facilities to patrons already in the area beginning at 4:00 PM on the same days, for general access and including the typical Friday "Happy Hours." The Applicant proposes to also cater to wedding receptions and corporate events, as well as to charity, fundraisers and community outreach program events and activities. The latter set of activities is expected to be scheduled almost exclusively during daytime hours on Saturday and Sunday. All events and activities will be in strict compliance with the relevant licensing approvals for the use.

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District of Columbia
CASE NO. 17047
EXHIBIT NO. 63

The Fur Factory venue will be professionally managed by Night and Day Management LLC, which has had eight (8) years experience managing similar facilities within the City and elsewhere. The management emphasizes convenience, safety and security of its patrons as being elements that are essential to its success at this location. The Plan presented below takes into consideration the above considerations, as well as the following factors:

a) A significant proportion of the club's patrons will utilize public transportation (including the New York Avenue Metro station), taxis, Metrobus and shuttle bus service, the latter notably between locations such as the DC Convention Center, major City hotels, Union Station and Capitol Hill.

b) Patrons will utilize available on-street parking, commercial parking, as well as the 100 (or more) off-street parking spaces, which will be the subject of a lease or other appropriate contract arrangement, which the Applicant will document to the Board.

c) All of the on and off-street parking referenced in item (b) above is expected to be within the area bounded by New York Avenue/Florida Avenue to the north, the railroad corridor to the east, L Street to the south, and North Capitol Street to the west. This will have no impact on any residential communities.

d) The two (2) prime candidate off-street parking sites being considered are as follows:

   i) RLARC Property situated at No. 2 Patterson Street, N.E., which is the subject of a Request for Proposal for development of 141 $\pm$ off-street commercial parking lot. A copy of the referenced RFP has been provided in the case record. It is understood that responses were received, a short list will be selected next week and a decision is expected by September 25 or so.

   ii) Property known as No. 50 New York Avenue, N.E., which is under active development by Georgetown Parking, Inc. with 400 $\pm$ off-street spaces as the approximate yield. This lot is expected to open for business in November 2003, prior to the club opening.

The "Parking Impact Area" defined in item (c) above takes into consideration the acceptable walking distances, to which testimony was provided into the record by Osborne R. George, who was accepted by the Board as an expert on the subject of traffic and parking. The parking impact area is also essentially congruent with the area covered by the Survey of Current Existing Parking Spaces in Area exhibit (presented into the record by the Applicant as Exhibit # 59) with the name changed here as per suggestion of the Board. The parking lots are consistent with the map exhibit given to the Board at the hearing entitled EXHIBIT - 4 33 Patterson Street, N.E. Site Access, Off-Street and On-Street Parking (Exhibit 57).

THE APPLICANT'S PARKING MANAGEMENT PLAN

Based upon the above background, the Applicant hereby commits to the following as the key elements of its Parking Management Plan. Reference to the Applicant includes its designated management company for the site. However, it is understood that all ultimate responsibility rests with the Applicant.

1) The Applicant will provide evidence to the City of contractual arrangements for a minimum of 100 off-street parking spaces to be available for the exclusive use of Fur Factory club patrons within approximately 1,000 feet of the building during all operating hours of the club.

2) The Applicant will make every effort to conclude the contractual arrangements (cited in item 1) with the closest available parking sites to the subject property. [Reference should be made to item (d) on page 2.]

3) The Applicant shall publicize information to its prospective patrons regarding parking arrangements, including designated locations, parking costs, valet service and other details that would allow patrons to make informed decisions. Such publicity shall include print, voice and cyber media, as well as through on-site distribution of hard copy. Use of public transportation (Metro, taxis, bus and carpooling) will also be promoted by the Applicant.

4) Daytime parking management / pre-operating hours: Few club employees are expected before 7 pm. Those that might arrive prior to 6 pm will be encouraged to use public transportation (many are DC residents — and the Club will preferentially hire from DC) and will be subsidized by the Club for doing so. Those that drive will be encouraged to carpool so that at no time will more than 12 cars be involved. These 12 cars can be accommodated on site, stacking cars in the existing parking area (see attached diagram).

5) During nighttime operating hours, the Applicant shall provide for valet service using approximately 12-16 trained and uniformed personnel (prominently identified as Fur Night Club staff). These staff will provide for the "linkage" of the site with the designated off-street parking locations.

6) The Applicant will notify, and otherwise coordinate with the City Police (and particularly with the local command) regarding all major events, including providing information regarding the locations contracted and other commercial parking sites which may be known to be used by its patrons.

7) The Applicant will equip all of its (uniformed) valet and security personnel with retro-reflective vests, high performance flashlights, two-way radios and cellular phones for communications with Fur Management and with law enforcement agencies, as may be necessary to report incidents pertaining to access and use of the parking sites and the Fur venue in general. [It is specifically noted that Fur staff will be trained and directed toward providing assistance, and to use non-confrontational measures in all untoward situations that may arise.]

8) The Applicant shall work with the Public Space Division of the District Department of Transportation to designate an appropriate location in proximity to the club entrance as a taxi stand.

9) The Applicant shall join with the local ANC and interested property owners in petitioning the DDOT to make sidewalk and lighting repairs that may be deemed necessary as a service to the local area in general.

10) The Applicant shall maintain a record of the basic elements of its Parking Management operations during at least two (2) representative large events (in excess of 600 persons) in every calendar quarter. These records shall include the number of assigned personnel, number of persons/vehicles served, any incidents, etc. Copies of these reports shall be provided to the local Advisory Neighborhood Commission, to the Office of Planning and the local police should they request it.

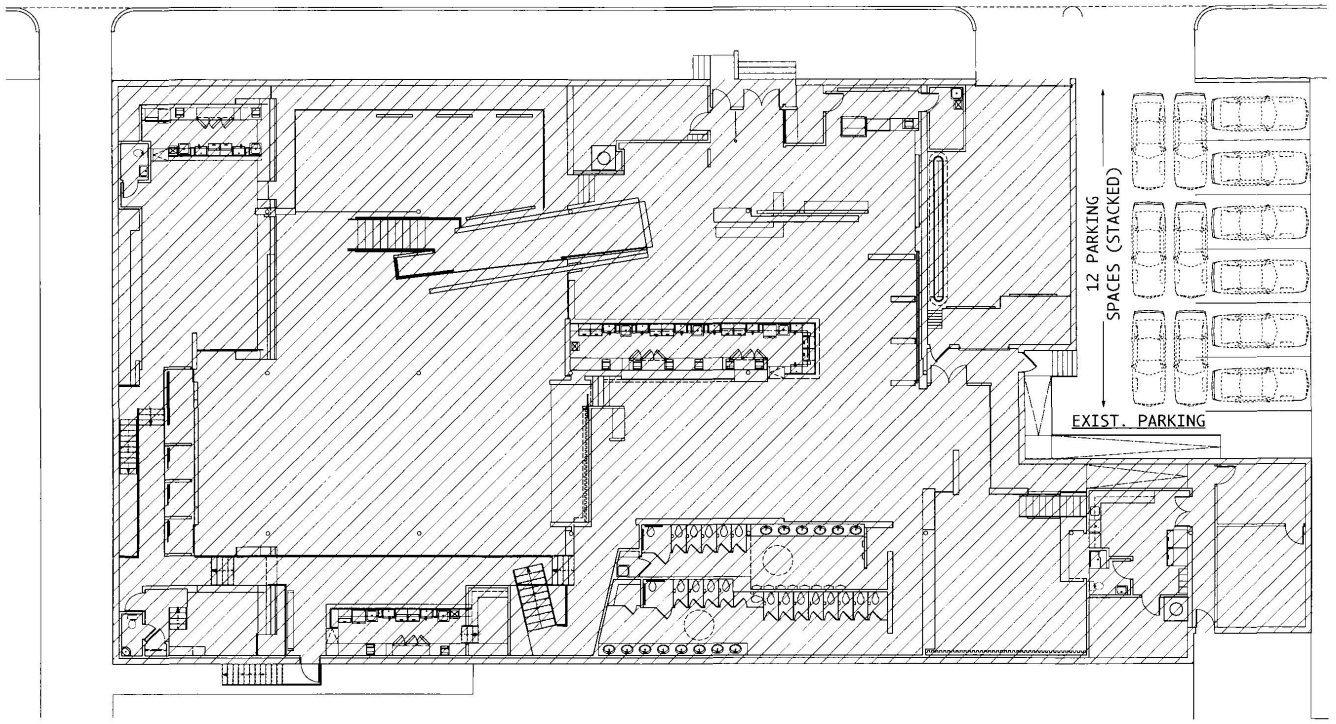
11) The Applicant agrees to designate a responsible management staff person, whose name and telephone contact information will be provided to the local Advisory Neighborhood Commission and the local police command, as liaison in the event of incidents requiring attention extemporaneously. This staff person or other representative of the Applicant will attend at least one public meeting of the Advisory Neighborhood Commission to discuss aspects of the club operation which pertain to and impact off-street parking, and specifically the operations of the site (or sites) which constitute the 100 off-street parking spaces which is the subject of the Plan.

12) The Applicant shall provide information to the Office of Planning, and the Advisory Neighborhood Commission and local police command regarding the site (or sites) with which it has agreement for the referenced parking. This information will also be available to all property owners through the City's public record process.

Through the signatures appended below, the Applicant confirms the above as its proffered Parking Management Plan, and understand that the Board of Zoning Adjustment may include performance substantially in accordance with the above as part of conditions of its actions in the subject case.

Name: _____ Date: 9/12/03
Jay Hellman, Member,
33 PST, LLC

Name: _____ Date: 9/12/03
Michael Rehman, Member,
Night and Day Management, LLC



NORTH

PLAN

Scale: 1/8" = 1'-0"

0 8 16 24 FT

DIVISION ONE, INC

ARCHITECTS

33 PATTERSON STREET, N.E.
WASHINGTON, D.C.

DRAWING TITLE:

REVISIONS:

NOT FOR BUILDING PERMIT SET

NOT FOR CONSTRUCTION

DATE: 12/31/2002

DRAWING NO.:

COMM. NO.: 02-066

Survey of Current Existing Parking Spaces in Area

map key	*4 feet / second typical walking pace*	walking distance from front door	**Parking Lot address**	**# of spaces** self park	valet	***status***	
1	HAC **Hanger** Orthopedic Group, Inc Alan S. Alterman, Dir. of Real Estate, 301 280-4584	50 feet (13 seconds)	40 Patterson Street, NE	40		ltr of cooperation 11 August 2003	
2	**NCRC / RLARC** -- Charles King, Acting Executive Vice President, 202 530-2468	100 feet (25 seconds)	2 Patterson Street, NE (42,252 sq ft)	141		RLARC ltr of cooperation 21Jul03; NCRC issued RFP for parking operator (proposals due 27aug03)	
3	NCRC leases two lots to **DHCD** Employees Benefit Association -- (Darrell Matthews, Bsns Mgr, cell: 240 460-6814)	200 feet (50 seconds)	2 M Street, NE	100		(fenced lot ideal for valet control)	
4			22 M Street, NE	25		ltr of cooperation 27 August 2003	
5	**DCHA** DC Housing Authority -- Lisa Blacknall, Dir. of Admin Svcs (202 535-2666)	300 feet (75 seconds)	1133 North Capitol St, NE	92		(fenced lot ideal for valet control)	
6	(DCHA leases lot from Stan Weinstein)		40 M Street, NE	25		ltr of cooperation 27 August 2003	
7	**MarcParc** -- Marc Slavin, President 202 789-4000	400 feet (1.7 minutes)	59 M Street, NE	425		ltr of cooperation 3 Sep 2003	
8	**Georgetown Parking Inc.** Yesh Biru, Director of Operations, Vice President -- 202 842-3000; cell: 301 332-8559	450 ft (1.9 min)	50 New York Avenue, NE	400		ltr of cooperation 7 August 2003	*off-street spaces within 500 feet*
9		1,200 ft (5 min)	131 M Street, NE	312	414	ltr of cooperation 7 August 2003	**1,248**
10		1,360 ft (5.7 min)	52 L Street, NE	100		""	
11		1,600 ft (6.7 min)	101 K Street, NE	92		""	
	Capitol Square Management, L.L.C. William K. Gerrish, Sr., Managing Member					*he has svrl lots, I have not rschd*	*on-street within 5 min*
	total private spaces in vicinity under discussion			**1,712**			
	on-street parking within 5 min. walk			340		free parking available at night	**340**
	Total Parking nearby			**2,052**			**1,588**